

## ORDER



**Orders**  
**Order / Rev:** 170403  
**Alt Order #:** 06397248  
**Product Desc:** NRA  
**Estimate:** 3474  
**Flight Dates:** 10/29/12 - 11/05/12  
**Original Date / Rev:** 10/25/12 / 10/25/12  
**Order Type:** GENERAL

**WDJT-TV-LP**  
**Primary AE:** Matthew Norten  
**Sales Office:** HDC  
**Sales Region:** NAT

**Agency**  
**Name:** American Media Advocacy Group  
**Buying Contact:** Ben Angle  
**Billing Contact:**  
 815 Slaters Lane  
 Alexandria, VA 22314

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser**  
**Name:** Issue/NRA  
**Demographic:** M35-64  
**Product Codes:** PL Issue  
**Priority:** P-1  
**Revenue Codes:** AGY, POL, ISS

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/29/12	11/05/12	8	\$13,600.00	\$11,560.00

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
November 2012	8	\$13,600.00	\$11,560.00	0.00
<b>Totals</b>	<b>8</b>	<b>\$13,600.00</b>	<b>\$11,560.00</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Matthew Norten			Start Of Order - End Of Order	100%

Order Share	Share	Total
WDJT-TV-LP	5%	\$13,600.00
Market	100%	\$272,000.00

Competitive Share	Share	Total
CABLE	0%	\$0.00
WBME	0%	\$0.00
WCGV	0%	\$0.00
WISN	8%	\$21,760.00
WITI	19%	\$51,680.00
WMLW-	0%	\$0.00
WPXE	0%	\$0.00
WTMJ	68%	\$184,960.00
WVTV	0%	\$0.00
WYTU	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WDJT	11/02/12	11/02/12	Letterman 1035p-1135p	CM	1035p-1135p	----1--	:30	1	\$600.00	P-1	0.00	NM	1	\$600.00
Letterman 1035p-1135p															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	----1--		1				\$600.00		0.00			
E 2	WDJT	10/29/12	11/05/12	Letterman 1035p-1135p	CM	1035p-1135p	1-----	:30	1	\$600.00	P-1	0.00	NM	2	\$1,200.00
Letterman 1035p-1135p															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	1-----		1				\$600.00		0.00			

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Advertiser: Issue/NRA  
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 Estimate: 3474

WDJT-TV-LP

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 2	WDJT	10/29/12	11/05/12	Letterman 1035p-1135p Letterman 1035p-1135p	CM	1035p-1135p	1-----	:30	1	\$600.00	P-1	0.00	NM	2	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	1-----		1				\$600.00		0.00			
E 3	WDJT	11/03/12	11/03/12	SEC Prime Game SEC Prime Game 7p-10p	SPRT	7p-10p	-----1-	:30	1	\$2,000.00	P-1	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----1-		1				\$2,000.00		0.00			
E 4	WDJT	11/04/12	11/04/12	NFL Late Game Regular NFL Late Game Regular Season	SPRT	NFL Late Game Re	-----1	:30	1	\$8,000.00	P-1	0.00	NM	1	\$8,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----1		1				\$8,000.00		0.00			
E 5	WDJT	11/01/12	11/01/12	Letterman 1035p-1135p Letterman 1035p-1135p	CM	1035p-1135p	---1---	:30	1	\$600.00	P-1	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	---1---		1				\$600.00		0.00			
E 6	WDJT	10/30/12	10/30/12	Letterman 1035p-1135p Letterman 1035p-1135p	CM	1035p-1135p	-1-----	:30	1	\$600.00	P-1	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-1-----		1				\$600.00		0.00			
E 7	WDJT	10/31/12	10/31/12	Letterman 1035p-1135p Letterman 1035p-1135p	CM	1035p-1135p	--1----	:30	1	\$600.00	P-1	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	--1----		1				\$600.00		0.00			
Totals													8	\$13,600.00	